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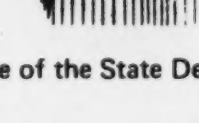
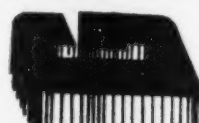
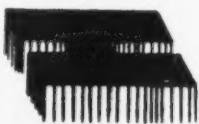
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ABSTRACT

This monograph provides an annotated listing of suggested audiovisual materials which teachers should consider as they plan consumer education programs. The materials are divided into a general section on consumer education and a section on specific topics, such as credit, decision making, health, insurance, money management, and others. The annotations provide a short description, appropriate audience, price, and source of availability. A related document is available as VT 013 772 in this issue. (SB)

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**SELECTED
AUDIO-VISUAL
MATERIALS
FOR
CONSUMER
EDUCATION**

NEW JERSEY



A Service of the State Department of Education, Division of Vocational Education, in Cooperation
with the Edison Township Board of Education

The CENTER FOR CONSUMER EDUCATION SERVICES is a demonstration project of the Home Economics and Consumer Education unit of the Bureau of Vocational Technical Program Services, Division of Vocational Education, New Jersey Department of Education, funded through Part F of the Vocational Education Amendments of 1968.

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**SELECTED AUDIO-VISUAL MATERIALS
FOR CONSUMER EDUCATION**

Prepared by

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Center for Consumer Education Services

1971

PREFACE

The Center for Consumer Education Services has been established to devise and implement an interdisciplinary approach to consumer education in the schools of New Jersey. One of the means selected to achieve this goal is the development and publication of a series of monographs. This publication, the second in the series, provides a list of suggested audio-visual materials which teachers should consider as they plan consumer education programs.

We are grateful to Dr. Irene Oppenheim for her dedicated effort in preparing this listing of selected audio-visual materials.

William L. Johnston, Ed.D.
Director
Center for Consumer Education Services

KITS OF CONSUMER EDUCATION MATERIALS

The materials listed in this first section cover several topics of consumer education. Some suggestions for their use may be derived from the annotation.

A Primer for Consumer Thinking for Use with a Series of Ten Transparencies.

Color transparencies and teaching guide. This material is designed to enable the teacher to more readily introduce consumer issues and to generate discussion. The transparencies pose a series of basic questions but do not offer solutions.

The material is designed for high school and adult groups.

Cost for the series: \$15.00

Educational Services Division, Consumers Union of U.S.,
Inc., Mt. Vernon, N.Y. 10550

A Resource Kit for Teaching Consumer Education. Kit 1

This contains units on four different topics: earning, spending, borrowing, saving, and budgeting with an accompanying teacher's guide. Each kit includes transparencies or masters (some transparencies are in color), a reading and resources list and other related material.

This would be attractive to high school students.

Cost for the set: \$22.50 plus \$1.75 for postage.

Changing Times Education Service, Suite G 91, 1729
H Street, N.W., Washington, D.C. 20006

A Resource Kit for Teaching Consumer Education. Kit 2

This contains three units: How to Use Advertising, Avoiding Gyps and Frauds, and Safeguards for Shoppers. The format is planned to be similar to the first kit.

Cost for the set: \$22.50 plus \$1.75 for postage.

Changing Times Education Service, Suite G 91, 1729
H Street, N.W., Washington, D.C. 20006

Modern Consumer Education

A package of booklets, audio cassettes, filmstrips, and student record books on six broad consumer education topics; Food, Clothing, and Shelter; Cars, Furniture, and Appliances; Protecting Family Health and Security; You and the Law; Ways to Handle Money; and Ways to Shop.

This is particularly good for individualized instruction at the high school and adult level. The literacy level is geared for basic education.

Cost for the set: \$274 with cassette, \$249 without cassette.

Grolier Educational Corporation, 845 Third Ave.,
New York, N. Y. 10022

Money Management Filmstrip Library

Attractive color cartoons for use with boys and girls, includes a script and guide for teachers in five areas.

- 1) *You, the Shopper*, explains the shopper's role as family purchasing agent, customer, and citizen.
- 2) *Your Money and You*, outlines five basic steps in planning the use of income to reach personal and family goals.
- 3) *Your Wardrobe and You*, illustrates the importance of wardrobe planning, shopping and care to achieve a well-dressed appearance within a budget.
- 4) *Spending Your Food Dollars*, provides information on the use of food dollars.
- 5) *Your World and Money*, covers personal finance for teen-agers, how to set up goals and how to direct spending.

Cost: Individual filmstrips - \$1.75 each; \$7.00 for the set of 5.

Money Management Institute, Household Finance Corporation,
Prudential Plaza, Chicago, Illinois 60601

Shopper's Guides

A set of 57 color slides and illustrated narrative guide. These cover five topics: *Savings at the Supermarket*, *Credit - Blessing or Burden* (shopping for credit), *Today's Laundry Basket* (caring for new fibers and fabrics), *Six Shopping Sins*, and *What's Underfoot?* (rug buying).

These would be particularly useful for adult audiences but could also be used at the high school level.

Cost for the set: \$12.00

Division of Photography, Office of Information, USDA,
Washington, D.C. 20250

Smart Spending

A two to four week unit on consumer education aimed to help students understand that spending money wisely requires specific information and decision-making skills and that responsible consumers can get more for their money than passive ones.

The materials in the kit include a record, 2 filmstrips, 20 copies of *Money Matters* (a booklet for students), a packet of 30 different garment hang tags, 3 different role-playing scripts, 2 different sets of problem cards, and the teaching guide.

The section on shopping is particularly good.

This was designed for a high school audience but could be used with young adults as well.

Cost for the set: \$65.00 (Additional copies of student materials can be ordered separately.)

Olcott Forward, Inc., 234 N. Central Ave., Hartsdale,
N.Y. 10530

Teaching Social Living Skills: Consumer Education

The packet contains a teacher's manual, lesson plans and worksheets for students, transparency masters and text, a filmstrip *Getting Credit* with a filmstrip manual and a tape-recorded narration, and 25 small records on credit and banking services.

This would be a very useful packet for adult education as well as high school.

Cost for the set: \$18.00

Publications-Sales Section 97, National Education Assoc.,
1201 Sixteenth St., N.W., Washington, D.C. 20036

The Consumer Series

Three filmstrips were prepared by the Institute of Life Insurance.

Our Role As Consumers is a cartoon type filmstrip concerned with the consumer role of two high school students, Ann and Jeff.

Consumers in the Market Place is a cartoon type filmstrip that shows how two young people make a buying decision.

Consumers in Action is a pictorial filmstrip about a young married couple and how they attempt to use their resources wisely.

Cost: \$10 for the set of 3

Association Films, 600 Grand Ave., Ridgefield, N.J. 07657

The Role of the Consumer

A set of 3 color filmstrips and scripts on how consumers function in the economy.

Part I covers the importance of the consumer today, change in the status of the consumer, and the importance of consumer credit.

Part II covers consumers and the pattern of production, and consumers and economic stability.

Part III covers the difficulty of becoming an intelligent consumer, the role of the consumer as a citizen, and a summary.

Cost for the set : \$10.00

Joint Council on Economic Education, 1212 Avenue of the Americas, New York, N.Y. 10036

3M Color Transparencies. Packets of 20 transparencies on several topics.

A booklet suggesting how these transparencies can be used and giving a picture of each transparency is available, *Directory of Concepts and Generalizations*.
Cost of the booklet: \$2.25

Useful for high school or adult audiences.

- 1) *The Rational Decision-Making Process* discusses various avenues possible in making decisions and desired outcomes.
- 2) *Consumers: Who? Why? How?* helps consumers determine what students want their money to do for them; motivations that stimulate consumers to purchase; effective techniques of consumer purchasing.
- 3) *Evaluating Advertising* is designed to give insight into the psychology of advertising and shows techniques used by advertisers to get their share of the consumer dollar.
- 4) *Using Credit with Understanding* presents an overall understanding of how consumer credit has played a part in the growth of the American economy.
- 5) *Dollar-Stretching Practices* is designed to help students understand the management of money.
- 6) *Stopping Leaks in Family Spending* illustrates ways an individual or family may decrease expenditures by studying habits of spending.

Cost for each of the six packets of transparencies: \$35.00

3M Company, Visual Products Division, Box 3100 A,
St. Paul, Minn. 55101

MATERIALS FOR SELECTED TOPICS

The materials in this section are arranged according to selected topics of consumer education. The categories are somewhat arbitrary and designed only to aid the teacher in selecting material. It is difficult to separate portions of some topics such as money management and credit.

CREDIT

Credit (#4741)

Teaching guide and some cartoon-style transparencies.

Useful for junior and senior high school students.

Cost: \$5.00

Co-Ed/Forecast, 904 Sylvan Ave., Englewood Cliffs, N.J.
07632

Credit: A Consumer Resource (#83728)

This unit is designed to focus on attitudes about credit, different types of credit, reasons for and against buying on credit, and shopping for credit. The packet contains a three-part filmstrip, case studies, transparencies and a teacher's guide.

Cost: Free loan from your local J.C. Penney Store
or \$8.00 from address below.

Educational and Consumer Relations, J.C. Penney
Company, Inc., 1301 Avenue of the Americas, New
York, N. Y. 10019

Credit Concepts

Filmstrips. A series of 4 color filmstrips with scripts and suggestions for teachers. These are clear and concise.

- 1) #2951, *The Installment Contract* discusses the legal aspects of installment credit.
- 2) #2952, *Charge It, Please* covers the types of charge accounts including revolving credit.
- 3) #2953, *Credit Concepts* is an excellent discussion of concepts of credit.
- 4) #2954, *Credit Sources* covers where credit is available.

Cost: #2951 - \$3.50
#2952 - \$3.50
#2953 - \$6.95
#2954 - \$3.50

Visual Education Consultants, Inc., Box 52, Madison,
Wisconsin 53701

Consumer Credit Series

Three learning packages designed for high school students. Each contains a teaching guide, cartoon masters for transparencies, and a learning game.

- 1) #2620, Consumers and Credit in Our Society
- 2) #2621, Credit: When, Where, and How
- 3) #2622, Making Credit Decisions

Cost: \$5.00 each, or all three titles for \$13.50 (#2623)

Co-Ed/Forecast Teaching Aids, 904 Sylvan Ave., Englewood Cliffs, N.J. 07632

Money Management

A group of 3 color-sound films or 6 filmstrips and records. (The filmstrips appear to be made from portions of the film.) These are attractive presentations particularly geared to the high school girl or the girl just starting to work. Some of the material on bank loans and the finance company seems to pre-date the Truth-in-Lending Law. The filmstrip Charge Cards and Charge Statements is very clear on how charge account billing is done.

The 3 films are:

- Installment Buying
- Retail Credit Buying
- Budgeting

The filmstrips are:

- Charge Account Applications
- Charge Cards and Charge Statements
- Retail Merchants Credit Association
- The Bank Loan
- The Finance Company
- The Credit Union

Cost: Films - \$120.00 each; filmstrips \$7.25 each; records for filmstrips - \$5.00 each, or \$72.00 for the set in a box.

Bailey Film Association, 11559 Santa Monica Blvd., Los Angeles, California 90025

Money Talk - The Wise Consumer

This kit includes a record, a reference list, and some pamphlets which are largely government booklets. One side of the record describes the *cost-of-living* index. The other tells of three types of consumer frauds, and might be of interest to high school or adult groups.

Cost for the Kit: \$5.00

National Board, Y.W.C.A., 600 Lexington Avenue,
New York, N. Y. 10022

The Credit Generation

A packet prepared for representatives of local credit bureaus to use in talking to groups. It contains a script, slides, a tape, and some other materials. The slides and script could be useful in working with high school groups. The illustrations show boys as well as girls.

Cost: \$35.00

Associated Credit Bureaus, Inc., Member Services Dept.
6767 Southwest Freeway, Houston, Texas 77036

The Littlest Giant

Color-sound film. This is a very attractive cartoon presentation of how credit functions in our society.

Useful for junior high school, senior high school, and adult audiences.

Cost: Free loan

Association Films, 600 Grand Avenue, Ridgefield, N.J.
07657, 201-943-8200

What Consumers Should Know About Truth-in-Lending

Color filmstrip, script, and record. This is a good discussion of the law.

Useful for high school and adult audiences.

Cost: Free loan from your nearest Federal Reserve Bank or Federal Reserve Branch Bank or \$10.00 from address below.

Board of Governors of the Federal Reserve System,
Washington, D. C. 20551

Your Money Matters and You Take the Credit

Two color filmstrips with records and teacher's guide. The first explains very well why one needs to manage money.

Useful for high school and adult audiences.

Cost: \$20.00 for the set.

National Consumers Finance Assoc., 1000-16th St., N.W.
Washington, D.C. 20036

DECISION-MAKING

Decision-Making for Consumers (#83463)

This is a teaching packet that includes a teacher's guide, recorded playlets, hand puppets for role playing consumer decision situations, a filmstrip on the ways in which consumers shop for goods, and a plan for a bulletin board to illustrate the steps in decision-making.

It would be very useful with both the high school level and adult groups.

Cost: Free loan from your local J.C. Penney Store or \$11.50 for the packet from the address below.

Educational and Consumer Relations, J.C. Penney Company, Inc., 1301 Avenue of the Americas, New York, N.Y. 10019

The Consumer Decides (#82824)

Color cartoon filmstrip and record related consumer rights and responsibilities to consumer satisfaction with purchases.

This is somewhat geared to the purchases of an affluent adult.

Cost: Free loan from your local J.C. Penney store or \$4.25 for filmstrip and record from the address below.

Education and Consumer Relations, J.C. Penney Company, Inc., 1301 Avenue of the Americas, New York, N.Y. 10019

HEALTH

The Health Fraud Racket

28 minutes, color-sound film. Exposes the cunning traps and trappings of the quack and charlatan in the sale of food, drugs, cosmetics, and medical devices. Produced by the Food and Drug Administration.

Useful for high school and adult audiences.

Cost: Free loan from your local FDA office or the address below.

Public Health Service, Audio-Visual Facility, Atlanta, Georgia 30333 (In N.Y. and N.J. call Miss Mary Gill, Consumer Specialist, FDA New York district, phone 212-788-5000.)

Consumer Protection Sources

3M Color Transparencies.

Cites examples of agencies, groups, laws and standards that protect the health consumer.

Designed for grades 4-6.

Cost: \$35.00

3M Company, Visual Products Division, Box 3100 A, St. Paul, Minn. 55101

HOUSEHOLD INSURANCE

Patterns for Protection

A color filmstrip and record on household insurance.

Attractive and useful for high school and adult audiences.

Cost: Free

Insurance Information Institute, 110 William St.,
New York, N.Y. 10038

LABELS

Laws and Labels

Color slides and script.

This covers about the same material as the slides
What's New on Labels.

Cost: \$6.50

Visual Instruction Service, Iowa State University,
121 Pearson Hall, Ames, Iowa 50010

What's New On Labels

Color slides and script.

Produced by the Food and Drug Administration. A
very attractive and informative set designed to
help explain food labeling.

Cost: \$4.50

National Audiovisual Center, National Archives and
Records Services, Washington, D.C. 20409

LIFE INSURANCE

Life Insurance - What It Means and How It Works

13 minutes, color-sound film.

It explains through cartoons how modern life insurance operates; and through live photography, how life insurance meets people's needs for protection.

Cost: Free loan.

Association-Sterling Films, 600 Grand Ave., Ridgefield,
N.J. 07657

MANAGING MONEY

Basic Budgeting (#4634)

Teaching guide and masters for transparencies.

Useful for junior and senior high school students.

Cost: \$6.25

Co-Ed/Forecast, 904 Sylvan Ave., Englewood Cliffs,
N.J. 07632

Using Money Wisely

A film and six correlated sound slidefilms. This material was prepared by CUNA. This is particularly geared to the adult with emphasis on the blue collar worker.

Cost: \$27.00 for a three day period for the whole kit; the film only \$18.00 for a three day period.

Journal Films, Inc., 909 W. Diversey Parkway, Chicago,
Illinois 60614

MISCELLANEOUS

Pursuit of Happiness the Materialistic Way

The viewer is bombarded with a kaleidoscopic array of colors and symbols of materialistic plenty. Intended to provoke discussion.

An interesting and different approach to initiating discussion. Suitable for high school or adult audiences.

Cost: \$5.00 rental charge

New York University Film Library, 26 Washington Place,
New York, N. Y. 10003

The Consumer Revolution

A color slide and tape presentation for businessmen discussing consumer complaints in the marketplace.

Not very useful for school groups.

Cost: \$15.00, Tape recording of script \$5.00

Chamber of Commerce of the United States, 1615 H. Street,
N.W., Washington, D. C. 20006

The Poor Pay More

Black and white sound film. (1 hour)

An expose of ghetto furniture dealers, food chains, food freezer pitchmen and the telephone company. Made from a television film.

Useful to show the consumer problems of the family in the urban ghetto.

Cost: \$9.15 rental charge

NET Film Service, Audio-Visual Center, University of
Indiana, Bloomington, Indiana 47405

SAFETY

Safety in the Home

Color slides, no script. These show a number of situations in the home where hazards exist. The slides would be helpful in a discussion of problems of home safety.

Cost: \$30.00

Consumers Research, Inc., Washington, N.J. 07882

SHOPPING

Be A Better Shopper

Color slides (many with cartoons), script, record, sheets, and booklet.

The slides are very attractive and simple. They could be used with high school and adult audiences.

Additional copies of the illustrated script can be obtained separately for \$1.50, *Be A Better Shopper*, Cornell Miscellaneous Bulletin #86.

Cost for the Kit: \$20.00

Cornell University, N.Y. State Colleges of Agriculture and Human Ecology, B-22 Mann Library Building, Ithaca, N. Y. 14850

Consumer

A classroom game for 15 to 17 people which simulates the problems of installment buying. High school students would probably enjoy using this.

Cost: \$30.00

Western Publishing Co., School and Library Dept.,
150 Parish Drive, Wayne, N.J. 04740

Revelations of a Register Tape (#C-119)

Available as a color slide set or filmstrip with script.

A simple discussion of what we pay for at the supermarket such as non-food items and convenience in preparation.

Could be used with high school and adult audiences.

Cost: Slide set - \$10.50
Filmstrip - \$ 7.50

Slides available from: Photography Div., Office of Information, U.S. Dept. of Agriculture, Washington, D.C. 20250

Filmstrip available from: Photo Lab, 3825 Georgia Ave., N.W., Washington, D.C. 20011

STOCKS AND BONDS

The Lady and The Stock Exchange

A 27-minute color film on the fundamentals of investing for a new investor. Suitable for an adult audience.

Cost: Free loan

Modern Talking Picture Service

for northern New Jersey:

315 Springfield Ave., Summit, N.J. 07901
201-277-6300

for southern New Jersey:

1234 Spruce St., Philadelphia, Pa. 19107
215-545-2500

What Makes Us Tick

A 12-minute color cartoon sound film on how the New York Stock Exchange functions. An excellent introduction for high school and adult audiences.

Cost: Free loan

Modern Talking Picture Service (addresses same as above)

Working Dollars

A 12-minute color cartoon on the Monthly Investment Plan. This type of plan is not being used very much.

Cost: Free loan

Modern Talking Picture Service (addresses same as above)

Your Share in Tomorrow

A 27-minute cartoon film on the role of the Stock Exchange in the nation's economy.

Useful from an economics aspect.

Cost: Free loan

Modern Talking Picture Service (addresses same as above)

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